



LAMIA NASSIF

FASHION HOUSE



portfolio

The Designer's Story

LAMIA NASSIF initially studied Computer Science and worked in the financial sector as IT manager. She then earned an executive MBA and headed financial operations departments. In a world of structure and regulations, she excelled but was not satisfied. Meanwhile, her struggle with hypoglycemia led her to the ER, which was a wakeup call for an introspection. Deep inside, she always knew she had a creative side to tackle, so she listened to that voice and studied fashion design and pattern making, which made her fall in love with the creative process and led to establish her own brand.

The Brand

LAMIA NASSIF Fashion House was founded in 2020. The brand's approach is a made-to-measure, because the designer wants to offer a personalized experience for customers fulfilling their requirements and to be as sustainable as possible by preventing waste and unsold inventory. The brand is a slow fashion, ethically producing garments with awareness towards social and environmental impacts.



My life Time Motto is Tech in Head | Art at Heart

She is also a certified Pilates Instructor and an avocado addict

The Process



Everything starts by an inspiration, a sketch and moves into execution according to fabric selection, color scheme. The designer illustrates, does the pattern drafting of every item and makes sure that the execution is done in a way that gives each clothing value and a unique flair.

OUR COLLECTIONS

Unicorn Dreams
Colors Statements
Suit Up
Multiway Summer
Reinventing Suit comfort

OUR COLLECTIVE INITIATIVE

Hope Wears Lebanese



The journey to being liberated from the box which has been structuring our path through society norms and collective traumas

A woman with long dark hair is shown in profile, reaching upwards with her right hand towards a large, fluffy white cloud that is suspended in the air. She is wearing a teal and blue outfit consisting of a long-sleeved top with a sequined bodice and a long, pleated skirt. The background is a plain, light brown wall.

The Unicorn Dreams Collection

FW 2020

Aspiring to escape a desk job,
the designer daydreamed in colors
and flew above clouds, resulting in
the unicorn dreams collection

FOLLOW YOUR DREAMS



Colors Statement

SS 2020





POP OF COLOR



LET THE SUNSHINE IN

SUIT UP

FW 2021





In a world full of trends
Choose timeless style
Fashion things amend
But true taste stays a while

WEAR CONFIDENCE



MULTIWAY SUMMER

SS 2021

1 outfit = 8 WAYS!



One outfit = 8 total looks!



We promise you, you won't get bored with this multiway set

Reinventing the SUIT

FW 2022



We basically live in clothing and pandemic has emphasized on wearing comfort, so why not wear our beloved suit in a sporty feel while still looking on point.

We introduce the fleece suit, combining business allured and sporty chic.



HOPE WEARS LEBANESE

The collaboration project that led to a fashion runway show of resilience, in which the designer not only participated, but was one of the main organizers and the one who gathered designers, stylists, models and photographers.



NOV 2021

Article about the event by L'orient le jour

<https://www.lorientlejour.com/article/1280395/-hope-wears-lebanese-une-initiative-qui-re-donne-espoir.html>

Our packaging is eco friendly and reusable





LAMIA NASSIF

Instagram:

@lamianassif_fashionhouse

Facebook:

Facebook.com/lamianassifofficial